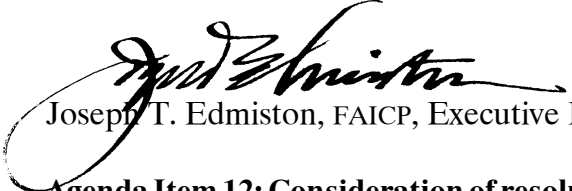


Memorandum

To : The Conservancy
The Advisory Committee

Date : June 14 , 2004

From :  Joseph T. Edmiston, FAICP, Executive Director

Subject: **Agenda Item 12: Consideration of resolution rescinding Resolution No. 04-43 and authorizing a nonprofit grant of Proposition 40 funds to Friends of the Conservancy for interpretation of land, air, and water resources at Upper Las Virgenes Canyon Open Space Preserve, Temescal Gateway Park, Franklin Canyon Park, Mentryville, and Towsley Canyon.**

Staff Recommendation: That the Conservancy adopt the following resolution authorizing a nonprofit grant of Proposition 40 funds in the amount of \$290,000 to Friends of the Conservancy for Interpretation of land, air, and water resources at Upper Las Virgenes Canyon Open Space Preserve, Temescal Gateway Park, Franklin Canyon Park, Mentryville, and Towlsey Canyon.

Legislative Authority:

Section 5096.601 (c) of the Public Resources Code provides:

"California's historical legacy also requires active protection, restoration, and interpretation to preserve and pass on an understanding and appreciation of the diverse cultural influences and extraordinary human achievements that have contributed to the unique development of California."

Section 5096.605 (c) of the Public Resources Code provides:

"Development includes, but is not limited to, improvement, rehabilitation, restoration, enhancement, preservation, protection, and interpretation."

Section 5096.605 (j) of the Public Resources Code provides:

"Preservation means identification, evaluation, recordation, documentation, interpretation, protection, rehabilitation, restoration, stabilization, development, and reconstruction, or any combination of those activities."

Section 5096.650 (b) of the Public Resource Code provides:

The sum of... to the conservancies in accordance with the particular provisions of the statute creating each conservancy for acquisition, development...of land and water resources; for grant..., and in accordance with the following schedule: (3) To the Santa Monica Mountains Conservancy... \$40,000,000.

Section 33204.2 of the Public Resources Code provides, in part, as follows:

The conservancy may award grants to nonprofit organizations qualified as exempt organizations under Section 501 (c) (3) of the Internal Revenue Code of 1954 (26 U.S.C. Sec. 501 (c) (3)), and private educational institutions that file the statement with the Superintendent of Public Instruction required by Section 33190 of the Education Code, to carry out improvements, maintenance, acquisitions, or educational interpretation programs that directly relate to a project that the conservancy is otherwise authorized to undertake pursuant to this division.

Background: In 2002, Friends of the Conservancy (Friends) was established with the primary objective of creating and maintaining an interpretive and community outreach program to promote the preservation of open space, parks, and wildlife habitat, and fill a void within programs and seminars on land, air, and water resources; to publicly present classes and programs in accessible venues; and to make available information, about land, air, and water resources, to communities, school groups, and other service organizations. These objectives specifically support the objectives of the Santa Monica Mountains Conservancy, in particular the Conservancy's Strategic Plan calls for broader and enhanced partnerships so as to better leverage grant funds and to provide interpretation opportunities to citizens of Southern California.

This grant of \$290,000 would fund the Friends of the Conservancy for a specific scope of work to provide for the interpretation of land, air, and water resources at Upper Las Virgenes Canyon Open Space Preserve, Temescal Gateway Park, Franklin Canyon Park, Mentryville, and Towlsey Canyon. For the purposes of this grant, interpretation includes any exhibits, displays, kiosks, brochures, docent interpretive programs, ranger interpretive programs, and written materials on land, air, and water resources directly relating to parks under Conservancy's jurisdiction. Resolution 04-43 approved by the Board at the April 2004 meeting authorized a similar grant to the Friends of the Conservancy. This action rescinds that grant.

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By maximizing private funds and partnerships much of these services would be performed on a contract for service basis with the private sector with firms that have demonstrated experience and expertise in the interpretation of land, air, and water resources in parks. Further, Friends will provide matching funds and in-kind services of no less than 50% of this grant. Friends will recruit, train and manage volunteers to provide direct interpretation of land, air, and water resources in parks under Conservancy's jurisdiction.

All programs will target regional audiences from our city's most impacted urban areas. The attached grant agreement spells out the specific scope of services that will be provided, including:

1. Interpretation of land, air, and water resources at Temescal Gateway Park, including written materials, docent interpretive programs, and ranger interpretive programs. These programs will directly relate to the Park's natural history and water resources in addition to its important history as a major site for the Chautauqua movement during the 1920s and 1930s.
2. Interpretation of land, air, and water resources at Upper Las Virgenes Canyon Open Space Preserve. This program directly relates to the Park's rich natural and cultural resources and history. Programming will focus on interpretation of the site's endangered species, ecology, importance in the watershed, conservation, biodiversity, Mediterranean ecosystems, wildlife corridors, fire ecology, and cultural history.
3. Interpretation of land, air, and water resources at historic Mentryville. This program directly relates to the Park's unique geological history and the importance of its role as the first Southern California oil town. Interpretation will provide the public with increased understanding and appreciation of the rich natural and cultural resources at and near historic Mentryville.
4. Interpretation of land, air and water resources at Towsley Canyon. This program directly relates to the Park's rich natural and cultural resources and history. Interpretation will focus on endangered species, ecology, watersheds, conservation, geology and oil exploration, biodiversity, Mediterranean ecosystems, wildlife corridors, fire ecology, and cultural history.
5. Interpretation of land, air, and water resources at Franklin Canyon Park. This program directly relates to the Park's water resources, including the Franklin Canyon Reservoir and the Heavenly Pond. Additionally, programs focus on natural resource conservation and the dynamics of urban/wildland interfaces.

Timeline and progress reports:

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This scope of work will take place in fiscal year 04-05, starting on July 1, 2004 and ending on June 30, 2005. Friends of the Conservancy shall provide the Santa Monica Mountains Conservancy with detailed quarterly updates that will include: grant milestones, grant compliance, amount of donations and in-kind services, percentage of work completed as of the date of the quarterly report (the number of programs delivered, attendance rates, and survey and evaluation responses), and any current issues that affect project compliance with the grant's work program and funding.

Budget

Planning:	\$75,000
Includes planning and development of performance standards and objectives for interpretive materials and programs, evaluation of interpretive materials and programs directly relating to parks under SMMC jurisdiction, and development of written materials interpreting the land, air and water resources of those parks.	
Direct Project Management:	\$50,000
Includes all direct management related to and required for the performance of the project.	
Program Delivery:	\$90,000
Includes interpretation of land, air, and water resources of specific parks under SMMC jurisdiction, as specified in the scope of work	
Brochures, Exhibits, and Displays:	\$65,000
Includes expenses for production of brochures, printing, exhibits and other written materials interpreting land, air, and water resources of specific parks under SMMC jurisdiction as specified in the scope of work	
Direct Expenditures:	\$10,000
Including postage, delivery charges, transportation	
Total: \$290,000	